IID A CONCLUDES LIVE WEBCINAR SERIES

**Recorded Content Now on Sale**

October 18, 2011, Chicago, IL— The International Interior Design Association concluded the IIDA Webinar Series *Use Your Voice: Advocacy 2011*, a six-part series that inspired participants to be strong advocates for the interior design profession.

Each 90-minute webinar was led by an experienced professional in government affairs or communications who provided new insights to educate participants in a specific area of professional advocacy: establishing a grassroots network, crafting a message, hiring a lobbyist, working with legislators, and preventing volunteer burnout. The series concluded with "Lessons from the Field," a candid conversation with leaders from two other professional associations who offered fresh perspectives on the universal experience of advocating for your profession.

“The wealth of knowledge our presenters brought to the table, and how it reinforced what our Members are already doing, provided tools to strengthen our Chapters’ advocacy programs moving forward,” said Allison Levy, JD, the Senior Director of Government and Regulatory Affairs for IIDA who served as moderator for each of the webinars.

Chapters found the program beneficial in their advocacy work. “The webinars helped reinforce the positive work our coalition has been doing, while also offering helpful fresh takes to apply to our advocacy efforts,” said Dan Bassano, IIDA, LEED AP ID+C, the Illinois Chapter’s VP of GRA and an Illinois Interior Design Coalition board member.

If you missed the live webinars you can still purchase them online in MP4 format, which series includes audio and PowerPoint slides. The full series is $400 for Members and $550 for non-members, and each individual webinar is available for $75 for Members and $100 for Non-Members.

- **Building a Grassroots Network** - Robert Hay, Jr, Manager, Public Policy at ASAE, who discusses the ins and outs of building a strong grassroots support network and why it is critical to advocacy success.
- **Earning Support at the Statehouse** - Amy Showalter, The Showalter Group, Inc., who focuses on how to engage legislators to build trust and be a persuasive advocate in your state capital.
- **Getting Your Word Out: Communications and Message Strategies** - Renee Mariotti, 11th House Communications, leads the conversation on active communications and ways to assess
and reach your audience so you can craft your story to become a more persuasive advocate and build support at your state capital.

- **State Lobbying Basics: What you need to know** - Wayne Bertsch, Civility Management, reviews the role of a professional lobbyist, how to find and contract with one, and helpful tips on how to build a strong, working relationship.

- **Combatting Issue Fatigue and Volunteer Burnout** - Amy Showalter, The Showalter Group, Inc. returns to discuss how to keep volunteers motivated and engaged over time as well as what causes burnout, and how to keep it at bay.

- **Lessons From the Field: Notes from Other Professions** - Ann Davis, PA-C, Senior Director for State Advocacy and Outreach, American Academy of Physician Assistants; Bill Brown, Deputy Director, American Massage Therapy Association. A panel discussion with other professions regarding their path to legal recognition – what their battles were, how they were overcome, and what the Interior Design profession can learn from their experiences in the advocacy arena.

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*About International Interior Design Association*

The International Interior Design Association (IIDA) is a professional networking and educational association with more than 12,000 Members practicing worldwide in more than 50 countries. IIDA is committed to enhancing the quality of life through excellence in Interior Design and advancing Interior Design through knowledge, value and community. IIDA advocates for Interior Design excellence; nurtures a global Interior Design community; maintains high educational standards; and supports its Members and the Profession with visionary leadership. For more than 38 years, IIDA has helped reveal new Design talent through a variety of education initiatives and Interior Design/Architecture competitions honoring local talent, including the Interior Design Competition, Smart Environments Awards and Sustainable Leadership Awards. [www.iida.org](http://www.iida.org).